

ABSTRACT OF THE DISCLOSURE

The present invention relates to an apparatus and method for providing and obtaining product information through a broadcast signal. In this present invention, information identifying a product item, which is in a scene to be presented from a broadcast signal, and address information of a web site providing detailed shopping information for the product item are provided together with a broadcast signal, then a signal receiving terminal stores the provided information, displays the stored information to a viewer to select one product item while or after watching an interesting broadcast program, and transmits a web site address associated with a selected product item to a network. As a result, detailed information for the selected item is acquired from a server addressed by the web site address.